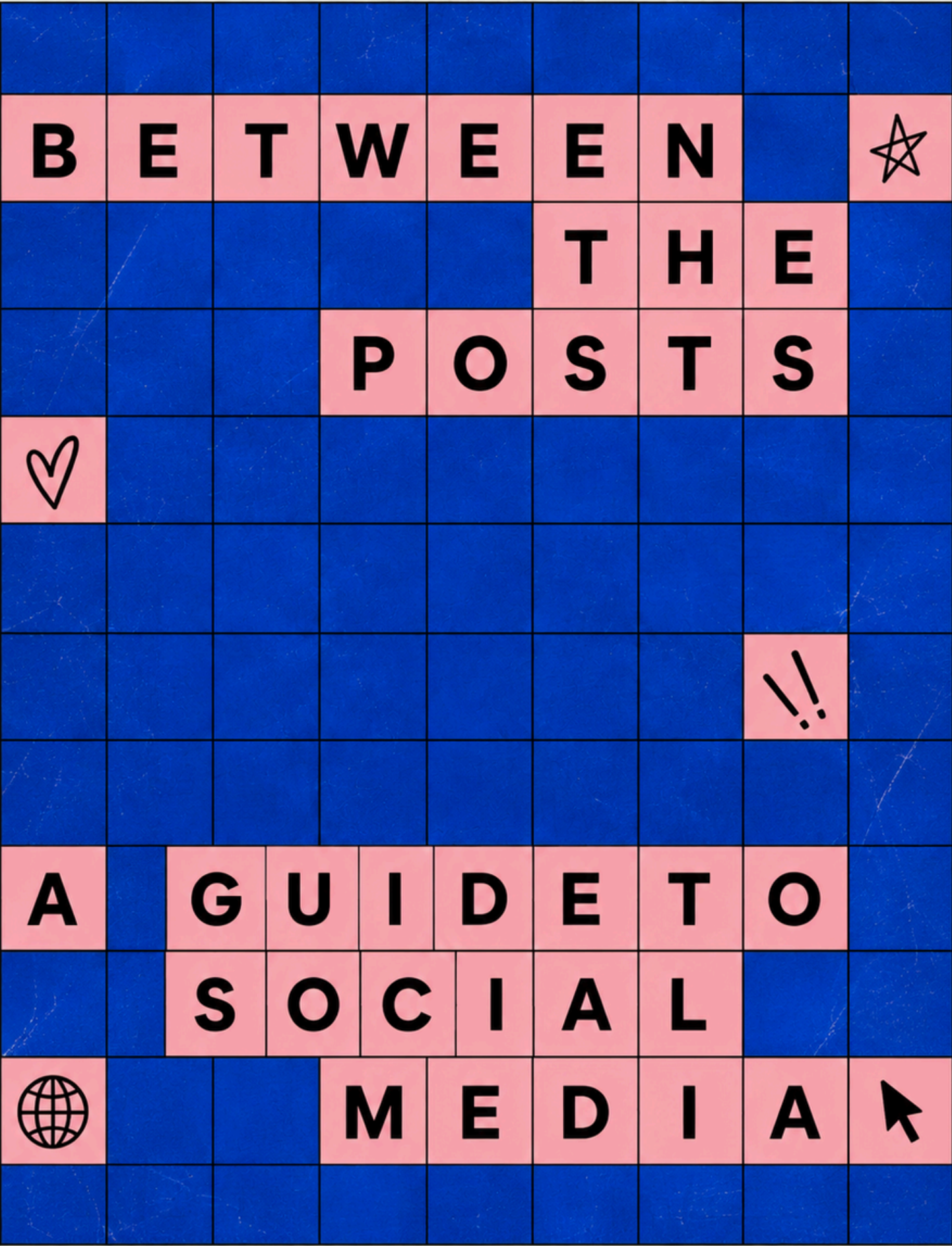




GET TO KNOW YOU

DEAR MEDIA

A QUICK INTRO
TO YOUR BRAND

NAME:

NICKNAME (IF ANY):

BRAND / COMPANY NAME:

OCCUPATION / ROLE:

PRIMARY SOCIAL MEDIA PLATFORMS:

SOCIAL MEDIA GOALS FOR THIS YEAR:

YOUR TARGET AUDIENCE:

TYPES OF CONTENT YOU ENJOY CREATING:



BIGGEST SOCIAL MEDIA CHALLENGES
RIGHT NOW:

CONTENT IDEAS YOU WANT TO EXPLORE:

BRANDS OR ACCOUNTS YOU LOOK
TO FOR INSPIRATION:

ANYTHING ELSE YOU'D LIKE TO SHARE?



People don't
just follow
brands,
they follow
stories.

STRATEGY TURNS IDEAS INTO CONTENT.
AND CONTENT TURNS PEOPLE INTO COMMUNITY.

BRAINSTORM IDEAS

Use this space to jot down ideas, inspiration, and content concepts for your social media. No idea is too small — this is where creativity leads to consistency.

WHAT PROBLEM DOES YOUR BUSINESS SOLVE FOR YOUR CUSTOMERS?

WHAT WOULD MAKE SOMEONE STOP SCROLLING AND PAY ATTENTION TO YOUR CONTENT?

WHAT QUESTIONS OR CONVERSATIONS COULD YOU START WITH YOUR AUDIENCE?

WHAT IS SOMETHING PEOPLE OFTEN MISUNDERSTAND ABOUT YOUR INDUSTRY?

WHAT KIND OF BEHIND-THE-SCENES CONTENT COULD YOU SHARE?

WHAT IS ONE CUSTOMER SUCCESS STORY YOU COULD TURN INTO A POST?

WHAT TOPICS COULD YOU EXPLAIN IN 30 SECONDS OR LESS?

WHAT IS SOMETHING YOU DO EVERY DAY THAT COULD BECOME INTERESTING CONTENT?

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WHAT MAKES YOUR BUSINESS
DIFFERENT FROM YOUR COMPETITORS?

WHAT ARE YOUR BRAND'S
CORE VALUES?

IF YOUR BRAND WERE A PERSON,
HOW WOULD IT COMMUNICATE?

WHAT ARE SOME COMMON MYTHS
ABOUT YOUR INDUSTRY?

WHAT KIND OF CONTENT HAS
PERFORMED WELL IN THE PAST?

WHAT DO YOU WANT PEOPLE TO FEEL
WHEN THEY VISIT YOUR SOCIAL MEDIA?

WHAT ARE SOME SEASONAL IDEAS
OR UPCOMING EVENTS YOU CAN
CREATE CONTENT AROUND?

WHAT COLLABORATIONS OR
PARTNERSHIPS WOULD ALIGN
WITH YOUR BRAND?

WHAT IS ONE GOAL YOU WANT TO
ACHIEVE WITH YOUR SOCIAL MEDIA
IN THE NEXT 30 DAYS?

WHAT ELSE DO YOU WANT TO EXPLORE
OR TRY THIS YEAR?

CONTENT CALENDAR

EMPATHY
SIMPLICITY
STRATEGY
CONNECTION

MONTH: _____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

CONTENT PILLARS

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

KEY THEMES / CAMPAIGNS

PLATFORMS

- ☐ INSTAGRAM
- ☐ TIKTOK
- ☐ YOUTUBE
- ☐ FACEBOOK
- ☐ LINKEDIN
- ☐ OTHER: _____

IDEAS FOR THIS MONTH

GOALS FOR THIS MONTH

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

GENERATE YOUR IDEA

USE THIS FLOW CHART TO BRAINSTORM,
DEVELOP, AND TURN YOUR IDEAS INTO
MEANINGFUL, ENGAGING CONTENT.
NO IDEA IS TOO SMALL – JUST START
SOMEWHERE AND LET IT FLOW.

into a post

1

CHOOSE A STARTING POINT

WHAT DO YOU WANT TO CREATE CONTENT ABOUT?

MY BUSINESS

MY INDUSTRY

A COMMON
QUESTION

PERSONAL
EXPERIENCE

TIPS OR
EDUCATION

BEHIND
THE SCENES

TRENDS
OR NEWS

OTHER: _____

2

GET SPECIFIC

WHAT'S THE MAIN TOPIC OR IDEA?

3

DEFINE YOUR GOAL

WHAT DO YOU WANT THIS POST TO DO?

- ☐ EDUCATE
- ☐ INSPIRE
- ☐ ENTERTAIN
- ☐ BUILD TRUST
- ☐ SHOWCASE A SERVICE
- ☐ DRIVE ENGAGEMENT
- ☐ GET LEADS / SALES
- ☐ OTHER: _____

4

KNOW YOUR AUDIENCE

WHO ARE YOU SPEAKING TO?

- ☐ CURRENT CLIENTS
- ☐ POTENTIAL CLIENTS
- ☐ LOCAL COMMUNITY
- ☐ INDUSTRY PROFESSIONALS
- ☐ BEGINNERS
- ☐ OTHER: _____

5

FIND YOUR ANGLE

HOW CAN YOU MAKE THIS INTERESTING
OR DIFFERENT?

6

CHOOSE A FORMAT

WHAT TYPE OF CONTENT DO YOU WANT
TO CREATE?

- ☐ REEL / SHORT VIDEO
- ☐ CAROUSEL
- ☐ SINGLE IMAGE
- ☐ STORY
- ☐ BLOG POST
- ☐ PODCAST CLIP
- ☐ LIVE
- ☐ OTHER: _____

7

KEY MESSAGE

WHAT IS THE MAIN TAKEAWAY?
(1-2 SENTENCES)

8

HOOK IDEAS

WRITE 3-5 ATTENTION GRABBING HOOKS
TO TRY.

1
2
3
4
5

9

CONTENT POINTS

LIST 3-5 KEY POINTS OR TOPICS
TO INCLUDE.

1
2
3
4
5

10

CALL TO ACTION

WHAT DO YOU WANT PEOPLE TO DO
AFTER WATCHING OR READING?

- ☐ LIKE
- ☐ COMMENT
- ☐ SHARE
- ☐ SAVE
- ☐ VISIT WEBSITE
- ☐ BOOK A CALL
- ☐ DM ME
- ☐ OTHER: _____

11

YOUR POST IDEA

PUT IT ALL TOGETHER! WRITE A BRIEF OUTLINE OR FINAL IDEA HERE.



LET'S CONNECT

SAME IDEAS.
BIGGER PLANS.

We'd love to
stay in touch!



COMPANY:

Midweek Agency



EMAIL:

contact@midweekagency.com



PHONE:

561-857-7848



FOLLOW US ON
SOCIAL MEDIA:

@midweekagency

CREATE.
CONNECT.
GROW.



Turning ideas
into impact.

**SOCIAL
MEDIA
IS NOT
JST
CONTENT,
IT'S
CONNECTION.**

MIDWEEK.
AGENCY